

TED BATES & COMPANY Advertising

666 FIFTH AVENUE, NEW YORK, N.Y. 10019 TELEPHONE JUDESTON 630-6004

ITEM #40

(6)

CLIENT TOBACCO INSTITUTE

COPY DEPT.

PUBLICATION

PRODUCT

ISSUE 3/14/68

Unqualified use of word "Doctors" - causes all or great many

Fourth in a series from The Tobacco Institute,
in response to mounting requests
for the little-known 'other side'
of the smoking controversy.

means all doctors

*Why doctors still disagree
with each others
about smoking.*

*Says there's wide disagreement
among almost all doctors in U.S.
HTA*

The fact that medical opinion is divided has been
little publicized.

No!

But behind the scenes -- and rarely reaching newspaper
headlines -- many of the nation's best qualified doctors
have taken strongly worded positions against the
unsupported incrimination of smoking.

well

The strength of their disagreement is a matter of
Congressional record.

SUBHEAD:

33 Out Of 45 Doctors
Are Unconvinced

A special committee of the U.S. Senate invited 45
eminent medical specialists to study and comment on the
Surgeon General's report, "Smoking and Health". Thirty-three
of these authorities declared that they were unconvinced.

No!

Some examples of their testimony:

Check carefully!

"The conclusions are unwarranted... there is no valid
experimental evidence confirming the smoking-lung cancer
theory."

1005109143

"The evidence linking heart attacks with smoking is far from conclusive and ... such a relationship should not be presented to the public as an established fact."

"Many observations not only fail to fit the pattern prescribed by the hypothesis that smoking causes cancer, but are actually contrary to it ..."

"An apparent statistical association has spotlighted a convenient though probably innocent suspect."

"A great disservice is being rendered to the study of the disease by the assumption that the cause has been found."

Source
What Doctors Point Out

Qualified

Many doctors assert that without laboratory proof the charges against smoking are clearly unsupportable. "Apparent statistical associations" are never enough.

Statistics cannot "prove" the cause of any disease, they point out. And medical history shows many instances of how statistics have led to serious mistakes -- when used as evidence of cause-and-effect.

How Corn Was Blamed

It was once widely believed, for instance, that eating corn caused pellagra because of the high incidence of the disease among people who ate unusually large amounts of corn. Later, of course, it was found that faulty diet, not corn, was the true cause.

Again, in Brazil, an ailment known as Chagas' disease was statistically linked with an unexpectedly large number of goiter cases. Doctors long assumed that it caused goiter. Subsequent research proved it was a deficiency of iodine -- not Chagas' disease -- which causes goiter.

Confusions in the Figures

questions about association

Apart from the misuse of statistics, many doctors are disturbed by confusions in the statistics themselves. The figures are a mine of contradictions and paradoxes. Everywhere, there are questions which need answers -- otherwise, the statistical patterns dissolve. And the questions have no answers.

1005109144

Why, for instance, is the incidence of lung cancer in Great Britain twice as high as in the U.S. -- though Britons smoke about half as much per person?

A 1967 report showed that, for most of the health characteristics measured, light smokers (under 11 cigarettes a day) had a better record than non-smokers. Why?

It has been found that smokers between the ages of 80 and 89 have a 40% lower death rate than non-smokers of the same age bracket. Why?

It has been found that nursery death rates for babies born to non-smoking mothers are twice as high as for those of mothers who smoked. Why?

The Doll and Hill Study

A famous study by Doll and Hill, which helped launch the controversy, showed that smokers who did not inhale had more cases of lung cancer than those who did inhale.

The "inhalation puzzle", it has been termed. It continues to pose serious problems for those who seek to build a case against smoking out of statistics.

Progress Toward Real Answers

The statistical impasse has changed little over the past few years. New surveys are made, new questions are added, and the controversy goes on.

Hope rests with continuing medical research into the nature of heart and respiratory disease -- and into the many factors that have been found to have some bearing on the problems.

These factors include smoking, stress, heredity, viruses, air pollution and even occupational hazards.

Until the real answers are known, the familiar charges against cigarettes will remain controversial. And misleading, quite conceivably.

1005109145

"A great disservice is being rendered to the study of the disease by the assumption that the cause has been found."

who?

One medical expert's opinion. And well worth thinking about.

For further information on any of the facts above,
for documentation and sources of information,
you are invited to write to:

The Tobacco Institute
1735 K Street, N.W.
Washington, D.C.

For a fuller discussion, read "THE CIGARETTE CONTROVERSY". Write
to The Tobacco Institute for your free copy.

1005109146